

Vitascope



Cinemark USA, Inc.

Published for
Cinemark Employees

December 1996

Retiring the Attire



As Cinemark progresses into "Cinemark - The Next

Generation," all things that once identified us are in review. We're building bigger, more stimulating theatres, the design themes are fresh and exciting, and the staff uniforms are Yes, Cinemark employees will soon don all new apparel. Gone will be the plastic, neon look of the past! Bow ties and suspenders will pass away into the confines of Cinemark history. Spring 1997 will be the dawn of the new Cinemark "look." You're probably asking yourself, so what is this new Cinemark "look?" Good question. We'll be testing the new "look" in a theatre during the Thanksgiving holiday rush. We'll ask the employees to evaluate the new "look." If you guys (or at least a sampling of your peers) don't like it, it's out!

We've received many comments concerning your ideas of what the new uniform should be. We've been researching what the correlation is of a guest's experience to the attire of those that are serving them. It was of no surprise to learn that your appearance has a huge (sometimes subliminal) impact on a guest's experience. So, the three criteria (the employee, the guest, and the shareholders) that go into every wise decision were also used when considering what the new uniform would be. Our goal is to make the uniform desirable to you, pleasing to the guest and cost-effective to the shareholders.

Note: For you more observant readers, a hint of what the uniform will not be is disclosed in the first paragraph.



STONE MEISTER

An Unauthorized Commentary



Who: Jeff Stone
Family Status: Wife, Susan; daughter, Stephanie age 3
Position: Director of Operations
Listens to: Alternative Rock

I first came to know Jeff Stone in October 1985 and to date I have never seen him idle. The same cannot be said for "the crab," a 1934 Chevrolet Street Rod that Jeff has been restoring since before I knew him. It appears that "the crab," unlike Jeff, spends a lot of time being idle. But on a more serious note, Jeff provides me with a kind of calm inspiration. His dedication to the people of Cinemark is unmatched. He has served in every field capacity, (i.e. Manager, District Leader, Area Leader, Region Leader). His vast experience gives him an advantage, as he understands how all the pieces fit together. He is supremely qualified to serve in his new position.

As a teenager, Jeff worked as an usher under the supervision of Alan Stock (yes, our Alan Stock) in a Utah theatre. Alan said, "Jeff is, and was, very soft-spoken and congenial, always well liked by his peers. He liked to fix things. Being a big thinker, he quietly analyzed the *how's* and *why's* of the task before him." Jeff's latest promotion to Director of Operations bears witness that these same character traits still serve him well.

Since his return to Cinemark's corporate walls, Jeff has engrossed himself in fervent examination of the *how's* of increasing value to Cinemark's management ranks. Eager to see positive reconstruction, he has affected many changes during his short tenure as Director of Operations. All of which placed more responsibility into the hands of every Cinemark manager. When it comes to *what's* in store in Cinemark's future, the Nike motto, "There is no finish line," pretty well sums up Jeff Stone's outlook. "We're the best in our industry and I intend to do my part in keeping a huge distance between us and our competition. We have an advantage on them because we build the best theatres, but more importantly, we have extremely talented managers."

written by Della Meadows

THE POWER OF YOUR 401K

\$o, you have decided not to contribute to your 401(k) again. Or, maybe you are contributing and would like some motivation as to why you should continue. The idea of the 401(k) is simple, yet most of us don't grasp its full power and implications.

In your 401(k), every dollar is tax-deferred. What does this mean? If you put in \$100 a month and are in the 28% tax bracket, this means you really have two sums working for you, \$72 of after-tax money that belongs to you and \$28 of tax liability that eventually will belong to the federal government. Hopefully, you keyed in on that word "eventually." Until "eventually" arrives, every tax dollar is working for you to accumulate still more in your 401(k) account. Additionally, every one of those additional dollars you earn is taxable, but they continue to earn and compound. Of course, the longer the time period, the greater the accumulation. Let's look at an illustration:

supposing you save \$1,200 a year and earn an average return rate of 10 percent a year, then:

in 5 years, you would have \$7,962;
\$20,081 in 10 years;
\$72,166 in 20 years;
\$207,262 in 30 years;
\$557,667 in 40 years.



If you are in your 20's or early 30's, you could possibly look at accumulating a million plus dollars (depending on how much you contribute, of course). This means that you have accumulated over half a million dollars by putting away only \$48,000, of which only \$34,560 came directly out of your pocket. The remaining amount accumulated from inside the tax-deferred account.

To be considered for the Cinemark 401(k) plan, you must meet several criteria. These include: minimum of 6 months employment at Cinemark, at least 20.5 years of age, and a minimum of 1,000 hours worked. Please keep in mind that there are only two times per year you can begin your initial contribution: January 1 and July 1.

Keep in mind that 401(k) plans are not designed specifically for those looking to retire in the near future as the illustration above demonstrates. The sooner you start, the better. In order to cope with the brave new world of "social insecurity," we must upgrade our notoriously low financial IQ's. Making the right decision about retirement investing in the future could mean the difference between golden years and declining years. Happy saving!

written by Rob Buie

*Some of this information has been extracted from an article written by Scott Burns of The Dallas Morning News.



College Tuition Blues

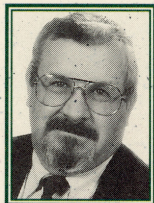
Cinemark employees have a cure for those blues. Every year, Cinemark awards tuition funds to the winners of the Cinemark Scholarship applicants. Cinemark awarded fifty-one employees with scholarship money this year. The total moneys awarded amounted to \$50,000.00. That's a lot of zeroes.

Scholarship forms are available from your manager each November. Entries for the 1997 scholarship applications are due by April 18, 1997. Instructions and minimum requirements are disclosed on the application. Basically, you are required to have been employed with Cinemark for a total of at least 18 months, to write a 1000 word essay on "Customer Satisfaction," and to list your short-and long-term career goals. Be assured it really is as easy as it seems.

Do you wonder why Cinemark would want to award money to someone that (sometimes) may be leaving our employ to return to school full time? We do it to promote Good Will. We know that if you enjoy your time with us, you'll speak well of us to your friends and your family. But, more importantly, we place a high value on the time you have committed to us. We want to encourage your growth both scholastically and professionally. Simply put, we want you back! A large percentage of Cinemark's college-educated managers returned to this industry, because they had a good job experience in a theatre when they were younger.

Could there be a scholarship check waiting for you? The percentages are in your favor. In past years, anywhere from 85 - 100% of all employees who applied were awarded scholarship funds. There could be a golden opportunity awaiting you. First you must take the first step; APPLY!

An All-Time Great!



Relatively little has been known about Cinemark's Hall of Fame. There are no halls of marble and glass, no memorials, and no official registry. None of which makes our inductees any less legendary. Rob Carmony established Cinemark's Hall of Fame. When asked recently, "what inspired him to do so?" He responded, "I wanted to recognize those

individuals who, in my estimation, had played a critical role in shaping this Company. They had a long track record of vital contributions. Cinemark was not just a job for these people. It was a part of who they were. I wanted to recognize them for their loyalty, for their dedication and for their many contributions."

The original inductees include Tandy Mitchell, Jeff Stone and Della Meadows. Rob Carmony officially "Cinemarked" them on February 8, 1992. It was a completely unexpected and overwhelming experience for all. For those of you who have attended a CCSU with Rob Carmony, you've experienced his gift for oration.

Most recently, on May 8, 1996, the Hall of Fame received its fourth inductee. During the course of his nine-year tenure with Cinemark, he has faithfully and without fanfare made significant contributions. To his credit, is the original concept for the Corporate Training Team, In-House Maintenance crews, and the infamous White Glove Process. He is one of Cinemark's biggest safety advocates and an all around Cinemark Fan. Welcome, **Don Meredith***, and congratulations! Don received a Hall of Fame Certificate, honorary Hall of Fame silver jacket, and a roaring round of applause from his friends and peers at Cinemark's 1996 Spring Retreat near Colorado Springs, Colorado.

**Don Meredith is the Southwest Region Leader*



Cinemark Tech Tips

The world of technology changes hourly. With the popularity of the Internet and the World-Wide Web, Cinemark realizes the importance of technological changes and makes attempts to stay abreast of them. Can you believe that there are 27,000 web sites, and the number is doubling every 53 days? The number of people using the Internet is more than doubling every year.

In the very near future, Cinemark plans to implement and introduce what is known as an intranet to the individual theaters. This will allow, among other things, the theater to post movie times and showings to the public. It will be maintained solely by the theater manager and will provide experience to the individual theaters in using the Internet and World-Wide Web. Exciting huh?

Who uses the web? A survey completed by Stanford University released the following statistics representing who actually uses the World-Wide Web:

- 56% were between the ages of 21 and 30;
- 94% were male;
- 69% were located in North America;
- 45% described themselves as professionals and 22% as graduate students.

This, of course, should not serve to dissuade you from using the World-Wide Web if you do not fall into one of the above-mentioned categories. The World-Wide Web is designed for people of all ages, gender, and race. It is naturally indiscriminate.

People have dreamt for many years of a concept that would provide a universal database of a knowledge of information. This database would be accessible to people around the world and would easily link other pieces of information so that any user could quickly find the things most important to them. It is only now that technology has caught up with the people's dreams, making it possible to implement them on a global scale.

Let's cover a few basic Internet terms (others will be covered in the weeks ahead):

What is the internet? The internet is a vast collection of inter-connected networks that all use the TCP/IP (don't worry about what this is, yet!) protocols and that evolved from the ARPANET of the late 60's and early 70's. The Internet now connects roughly 60,000 independent networks into a vast global network. In intelligible terms, it's big!

What is the intranet? According to The American Heritage Dictionary of the English Language, intra is a prefix meaning within, i.e. a network within. The intranet serves as the application of Internet technology to an organization's internal information needs.

What is the World-Wide Web (a.k.a. WWW, W3)? The World-Wide Web can be officially described as a "wide-area hypermedia information retrieval initiative aiming to give universal access to a large universe of documents," basically, The World-Wide Web provides users on computer networks the ability to consistently access a variety of media in a simplified fashion.

What is hypermedia? Hypertext that includes or links to other forms of media.

What is hypertext? Text that, when selected, has the ability to present connected documents.

What is an internet browser? An internet browser is a client program (software) that is used to link the various kinds of Internet resources. Examples include: Netscape and Mosaic.

What is cyberspace? The word cyberspace is currently used to describe the whole range of information resources available through computer networks.

Please stay tuned in the weeks ahead as we explore more about the Internet and Cinemark's role in providing the individual theater's with access to the latest technology.

This article was written by Rob Buie

What's A Vitascope?

On April 23, 1896, in a darkened hall off Herald Square (New York City), the public's fascination with moving pictures entered an exciting new phase of shared pleasure. The Vitascope projector made its premiere. It was the invention of an American businessman Thomas Armat and inventor C. Frances Jenkins. The Vitascope made its debut at the Cotton States Exhibition held in Atlanta. "Few of the fairgoers saw the film exhibition and the promotional effort was a failure."** Armat and Jenkins' partnership dissolved shortly thereafter. Armat made some modifications to the Vitascope and sold the marketing rights to the Edison Manufacturing Company. The Edison Company (Thomas Edison) successfully promoted the Vitascope and was the first to bring projected moving pictures to the American public.

"The power of projection magnified the one-inch peepshow film frames into captivating life-size images. The thrilling pictures of realistic movement, now coupled with the audience's shared emotional response, created a powerful new entertainment experience. What makes going to the movies magical today is the same magic audiences experienced yesterday - the shared emotional experience of watching moving pictures with a group of people."*

***"America Goes to the Movies, 100 Years of Motion Picture Exhibition" written by Barbara Stones.*

Mr. Holland's Lesson

(from the film "Mr. Holland's Opus")

I recently rented the movie, "Mr. Holland's Opus." It proved to be all that the reviews said it was. The most profound scene to me was in the first half of the film. It was his first day of class. He has just introduced himself by writing his name, Mr. Holland, on the blackboard and with a verbal, "My name is Mr. Holland and you may refer to me by this. I, in turn, will return the courtesy and refer to you as Mr. and Miss (last name)."

Before I can tell you why this was so profound, it'll help to understand my frame of mind at the time. I had just watched a news magazine program about a young high school girl who had filed a sexual harassment claim against her high school. The story went on to look at the conditions that exist in our neighborhood schools, revealing the blatant and defiant lack of regard (courtesy) that our young people have for each other, for the opposite gender and for authority. They openly yelled out at each other, using offensive and demeaning names. The recipient of such insulting language suffers genuine degradation.

After witnessing this deterioration in our own culture, I thought, "Is it any wonder that our youth have such low self-esteem? Look at how they greet each other." The common courtesy that Mr. Holland extended to his class and, in turn, expected for himself, established to each of them that they were worthy of respect.

Before Mr. Holland could presume to hold the respect of his class, he first had to demonstrate his own respect for them. He esteemed them. Mr. Holland served to remind me of this most basic human need. The manner in which I communicate with my staff can unite us or divide us. If they feel esteemed, we accomplish much. If you question the loyalty of your friends and co-workers, then possibly there's a lesson for you in "Mr. Holland's Opus."

written by Della Meadows

